

Guilford Group Case Study

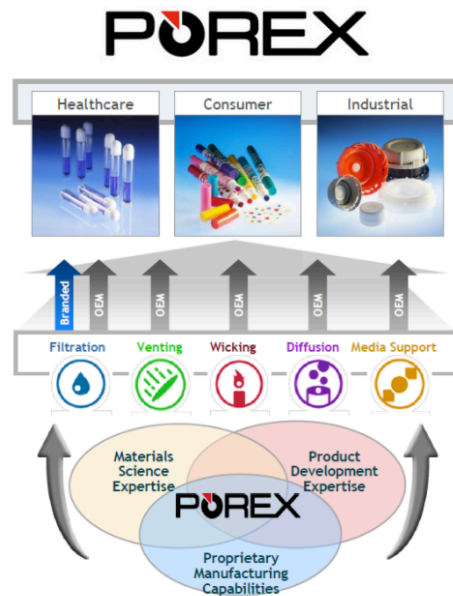


Porex Corporation Over \$350 Million of Value Creation

Porex is a developer and manufacturer of porous plastic products for the healthcare, consumer, and industrial end markets worldwide.

Business Improvement Steps

- Re-designed organization into SBUs with end-market focus and specialization
 - Strategically focused on high-growth, high-margin segments especially Biosciences and Life Sciences
 - Reduced investment in lower growth lower margin segment
- Integrated high performance global team with business and functional leaders
- Re-designed marketing management structure, invested in Sales, Marketing and R&D resources, systems and processes to drive growth
 - Pursued break-through technologies resulting in a 35% vitality index.
- Developed clear positioning and execution, introduced strong lead generation process
- Re-design continuous improvement and productivity processes. Transferred standard manufacturing to Malaysian plant.



Porex Brand Programs



If it's not Porex, it's not Genuine.

